

SURVIVOR 101

FOR COMMUNITY ARTS ORGANIZATIONS



The Next Generation...

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Community Engagement

Since 1960, **Vancouver Opera (VO)** has consistently produced excellent programming that entertains, stimulates, and enriches our communities through a contemporary B.C. lens, on a scale unparalleled in the province. As the second-largest opera company in Canada, the organization's newly-established aspiration has been codified as:

"To be the destination performing arts organization that entertains, stimulates and enriches British Columbians, driven by programming that redefines 'Opera' and revolutionizes its accessibility and community value."



Community Engagement

How does the mission statement translate to
Community Engagement?

1. Vancouver Opera is a professional opera company
2. We are also a cultural organization with a great deal to offer to our community
3. We thrive when our audience and community are invested in our work



Community Engagement

The reality ALL arts organizations are facing is one of change – what worked isn't working anymore. Society is changing and only those who see as an opportunity will thrive.



Community Engagement

What is it?

Actively engaging more people in the artistic life of society notably through attendance, observation, curation, active participation, co-creation, learning cultural mediation and creative self-expression. – Canada Council
Council



Community Engagement

Why is it important?

- Builds Community (Vancouver Foundation)
- Contributes to a healthy, vibrant society
- Contributes to the economy **
- Arts lead to arts

What does the research say?

We intrinsically know it has value – how is it measured?

- Concept of “stickiness”
- Traditional measurement “bums in seats”
- The more familiar audiences are with the work, the director, the cast, the music the higher their levels of anticipation are in advance of the performance

What does the research say? (Wolf)

- New research is starting to measure perceived value
 - Single ticket holders enjoy the performance more than subscribers
 - Three main reasons for attending – to relax and escape, to be emotionally moved, and to discover something new.
 - Younger audiences (15-24) have a greater personal involvement in theatre

Community Engagement

